

established game program over a telecommunication network, said method comprising the steps of:

generating said key code to include a plurality of descriptive elements, said key code being selected randomly among a predetermined number of different key codes;

transmitting said key code elements in succession to said TV screens within a plurality of selected time slots/located within a plurality of selected time units between a start and an end of a TV transmission which is at least one of a TV program and a TV commercial spot;and

selecting said viewers for connection to said game program as a function of a predetermined number of viewers who by using the key code manage to establish said contact.

34. (New) The method of Claim 33, wherein said selection of said key code incorporates the use of an automatically operating selection device.

35. (New) The method of Claim 33, wherein said selection of said time slots incorporates the use of an automatically operating selection device.

36. (New) The method of Claim 33, wherein at least one of a duration of a time slot and a position of a time slot within a time unit is selected at random.

37. (New) The method of Claim 36, wherein said random selection is made by an automatically operating device.

38. (New) The method of Claim 33, wherein said viewer connection is made via one or more selected from the group consisting of a telephone network and a computer network.

39. (New) The method of Claim 33, wherein said descriptive elements each comprises one or more selected from the group consisting of symbols, numbers, and letters.

40. (New) A system for announcing a key code to TV viewers via the screen of their TV set for use in establishing contact between selected viewers and an established game program over a telecommunication network, said method comprising the steps of:

a key code generator for generating said key code to include a plurality of descriptive elements, /said key code generator having means for selecting said key code randomly among a predetermined number of different key codes; /

a key code transmitter for transmitting said key code elements in succession to said TV screens within a plurality of selected time slots /located within a plurality of selected time units between a start and an end of a TV transmission which is at least one of a TV program and a TV commercial spot; and /

a line connector for connection of viewers to said game program who are selected as a function of a predetermined number of viewers who by using the key code manage to establish said contact.

41. (New) The system of Claim 40, wherein means are provided for accomplishing said selection of said key code automatically.

42. (New) The system of Claim 40, wherein means are provided for accomplishing said selection of said time slots automatically.

43. (New) The system of Claim 40, wherein means are provided for selecting at least one of a duration of a time slot and a position of a time slot within a time unit at random.

44. (New) The system of Claim 43, wherein means are provided for making said random selection automatically.

45. (New) The system of Claim 40, wherein said viewer connection is via a telephone network and a computer network or both.

46. (New) The system of Claim 40, wherein said descriptive elements each comprises one or more from the group consisting of symbols, numbers, and letters.